

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 AGRE-00 /019 W

-----020542 292125Z /75

R 290804Z MAR 78

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 1559

INFO AMEMBASSY CAIRO

AMEMBASSY TEHRAN

UNCLAS JIDDA 2380

FAS FOR DOBBINS

E.O. 11652: N/A

TAGS: BEXP, EAGR, SA

SUBJ: ACTIVITY UPDATE ON FAS FOODSTUFFS SALES TEAM: JIDDA SCHEDULE

1. ADVANCE OFFICER/MISSION DIRECTOR LEHRER ARRIVED ON
SCHEDULE AND ARRANGED FOLLOWING PROGRAM WITH POST:
FRIDAY APRIL 7

TEAM ARRIVES 2350 HOURS ON SV 719 FROM TEHRAN, CONTROL
OFFICER LARON JENSEN WILL MEET AND TRANSPORT TEAM TO
KANDARA PALACE HOTEL IN EMBASSY TRANSPORTATION.

SATURDAY APRIL 8

8030 TEAM DEPARTS HOTEL FOR EMBASSY

0900: TEAM ARRIVES EMBASSY FOR BRIEFING AND COURTESY CALL
ON AMBASSADOR/DCM

1100: BRIEFING BY BARBER LINES REP ON SHIPPING/TRANSPORT

1130-1300: INDIVIDUAL BUSINESS APPOINTMENTS

1330: LUNCH AND FREE TIME

1700-

1900: INDIVIDUAL BUSINESS APPOINTMENTS

1930-

2130: RECEPTION AT U.S. COMMERCIAL CENTER

2200: TEAM TRANSPORTED TO HOTEL BY EMBASSY TRANSPORTATION

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SUNDAY APRIL 9 AND MONDAY APRIL 10

0900-

1300

AND

1700-

2000: INDIVIDUAL BUSINESS APPOINTMENTS

TUESDAY APRIL 11

0900-

1300: INDIVIDUAL BUSINESS APPOINTMENTS

1830: DEPARTURE FROM HOTEL TO AIRPORT

2030: DEPARTURE FOR CAIRO ON MS 762

2. MISSION DIRECTOR DEPARTS JIDDA IN ADVANCE OF TEAM ON
APRIL 10 AT 0810 HOURS, FLIGHT SV 757 FOR CAIRO.

3. APPOINTMENTS: MOST BUSINESS APOINTMENTS WILL BE ONE-
TO-ONE BASIS, HOWEVER, IN CERTAIN CASES WHERE LOCAL FIRMS
ARE INTERESTED IN VARIETY OF TEAMS' PRODUCTS, POST MAY
FIND IT NECESSARY TO MAKE GROUP APPOINTMENTS. OTHER
GROUP VISITS TO LOCAL SUPERMARKETS WILL BE ARRANGED FOR
INTERESTED MEMBERS. MISSION DIRECTOR WILL MAKE
COURTESY CALL ON MAYOR OF JIDDA H.E. MOHAMMED SAID
FARSI AND CHAMBER OF COMMERCE PRESIDENT ISMAEL ABU
DAWOOD.

4. HOTEL: POST HAS CONFIRMED RESERVATIONS OF 10 SONGLES
WITH KANDARA PLACE HOTEL, WHICH CLAIMS IT NEVER RECEIVED
AMEX REQUEST FOR RESERVATIONS. HOTEL COSTS: APPROX.
\$81 PER SINGLE PER NIGHT. SINCE JIDDA HOTELS REQUIRE
48-HOURS NOTICE OF CANCELLATION, TEAM MEMBERS WILL BE
HELD RESPONSIBLE FOR ANY CHANGES IN EVENT OF NO-SHOW.
HOTEL ACCEPTS AMERICAN EXPRESS TRAVELERS CHECKS AND
AMEX AND DINERS CLUB CREDIT CARDS.
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4. PUBLICITY: SINGLE INSERTION ADS WILL BE RUN IN
MEDINA, OKAZ AND ARAB NEWS NESPAPERS SEVERAL DAYS.
PRIOR TO TEAM ARRIVAL. USIS WILL ISSUE PRESS RELEASE.

6. PHOTOGRAPHY: PROFESSIONAL PHOTOGRAPHER WILL TAKE
INDIVIDUAL AND GROUP PHOTOS AT DIRECTION OF MISSION
DIRECTOR.

7. BUDGET: AMOUNT AUTHORIZED (\$3100 FOR EVENT) IS
SUFFICIENT. BREAKDOWN BY CLASS CODES WILL BE
INCLUDED IN WRAP-UP REPORT, PER AGREEMENT WITH MISSION
DIRECTOR.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
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Concepts: SALES, ITINERARY, TRADE VISITS, FOODS
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Draft Date: 29 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
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Disposition Case Number: n/a
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Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Format: TEL
From: JIDDA
Handling Restrictions: n/a
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Legacy Key: link1978/newtext/t19780315/aaaaalvd.tel
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Litigation History:
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Handling Restrictions: n/a
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Review Action: RELEASED, APPROVED
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Review Exemptions: n/a
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Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
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Subject: ACTIVITY UPDATE ON FAS FOODSTUFFS SALES TEAM: JIDDA SCHEDULE
TAGS: BEXP, EAGR, SA
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